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Dr. Bernard Shepard

Bernard “Bernie” Shepard, Ph.D., established and built the Public Relations program at California State University, Fresno. He was a member of the Fresno State Department of Journalism for almost 30 years, joining the staff in 1943. He brought vision and a wide-range of experience to the department.

Before joining Fresno State, he served his country as a captain in World War II and as a public relations officer at the Army Administration School. He worked as a freelance publicity manager, a news correspondent and as a contributing editor to China Monthly. In addition, he was a public relations director and a community relations representative for the New York State Citizens Council in Syracuse.

Shepard earned his master’s degree in journalism and his doctorate in philosophy at Syracuse University. He also obtained a bachelor of science in library service at Columbia University and a bachelor of arts at Union College in Schenectady, New York.

He was a man who embraced education and believed it was a lifelong process. He was a dedicated professor who was always available to guide and mentor his students. He was an outstanding educator and, in being so, was awarded the Distinguished Teaching Award in 1967 and was named California’s Top College and University Journalism Teacher in 1969 by the California Newspaper Publishers Association.

Shepard encouraged his students to give back to the community and led by example. He was active in public service and frequently volunteered his journalistic and public relations skills to help a variety of organizations.

A scholarship was established in his honor by a former student and is awarded to students from both the public relations and journalism fields of study